

Minutes of  
CHEROKEE COUNTY  
TOURISM DEVELOPMENT AUTHORITY  
September 8, 2011

The Cherokee County Tourism Development Authority met at 9:30 on September 8, 2011 in the meeting room of RBC Bank.

Members present were Eric Carlson, David Wood, Gil Hargett, Karen Nash, Danny Slucher and Phylis Blackmon. Absent were Candy Roberts and Callie Moore. Also present were Bob Ferreira, Keith Wood, Doug Clement, Josh Carpenter, Sherry Dukes and Erika Wood.

The meeting was called to order by Eric Carlson. After a moment of silence and the pledge to allegiance, motion was made by Karen Nash and seconded by Danny Slucher that the minutes of the August 4, 2011 meeting and the August 18, 2011 meeting be approved. The motion passed unanimously.

Eric Carlson stated that Candy Roberts had reported that the Authority has approximately \$37,000.00 in its bank account.

Motion was made by Karen Nash, seconded by David Wood, and unanimously adopted, that the agenda be approved as presented.

As the next item of business, Bob Ferreira reported on the work that had been done on the Andrews Chamber building.

Doug Clement and Keith Wood, from the NC Cooperative Extension Service, discussed the process for the group's strategic plan. As ground rules, it was decided that the sessions will be open to the public, but that only TDA members will sit at the table, and there will be no comments from the public.

Danny Slucher gave an update on the status of the upcoming Tourism Summit and distributed a recap of the recent Tourism Survey.

Motion was made by Karen Nash, seconded by David Wood, and unanimously adopted, that future meetings of the TDA will not be tape recorded.

After discussion, motion was made by Phylis Blackmon, seconded by Karen Nash, and unanimously adopted that only members of the TDA will sit at the table during TDA meetings, and that there be a time for public comment and for people not on the agenda to speak at the end of each meeting.

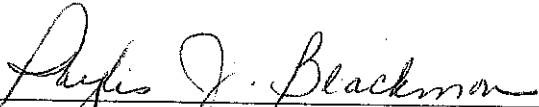
As the next item on the agenda, Sherry Dukes made a presentation regarding the Blueridge Highlander online magazine and the online marketing currently being done on behalf of Cherokee County. She stated that the present contract expires in September, and asked for a

decision about renewing the contract for the upcoming year. She also reported on a mobile app that Blueridge Highlander is developing as a part of its marketing package.

Phylis Blackmon submitted a request for \$118.16 in office supplies for the Welcome Center. Upon motion made by Karen Nash, seconded by David Wood and unanimously adopted, the request was approved.

A discussion of the date, time and location for the next meeting was tabled.

Upon motion made by Gil Hargett, seconded by Karen Nash, and unanimously adopted, the meeting was adjourned at 11:52 a.m.

  
Phylis J. Blackmon, Secretary

APPROVED:

